

BBM Winter 2013 Surveys - Excellent results for CJAD 800 AM, Virgin Radio 96 and CHOM 97.7!

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Montreal, March 7, 2013 - The Winter 2013 BBM/PPM Survey results released today confirm excellent results for **Astral Radio**, especially for the anglophone stations **CJAD 800 AM**, **Virgin Radio 96** and **CHOM 97.7** who altogether have 69.3% of the commercial market with adults age 25 to 54. In the francophone Montreal commercial market, **NRJ Montreal 94.3** and **107.3 Rouge fm** have seen a remarkable 23% increase. In total, the five stations of Astral Radio reach a grand total of 4,129,000 listeners each week. Astral Radio reaches no less than 87% of the Montreal population¹.

Virgin Radio 96 is still Montreal's number one music station overall!

Virgin Radio 96 has had excellent results this winter with a grand total of 1,891,000 listeners and a 27.6 share of market with adults 25-54, making it the number one station in Montreal's anglophone market! And, once again, Freeway & Natasha in the morning has earned the title of most listened to radio show with women age 25-54, with a 29% share of listeners². These listeners are also extremely loyal to their favourite station on the weekend: Virgin Radio 96 is the number one station with women age 25-54 on the weekend, with a 25% share of listeners³.

Historic results for CHOM 97.7!

CHOM 97.7 earned a total of 1,486,000 listeners and a 25.2 share in Montreal's anglophone commercial market (age 25-54). On top of continuing to dominate the market with no less than a 35.2 share of market with men age 25-54, CHOM this winter got historic results with men age 35-49 (an increase of 7 shares of listeners over a year)⁴! All the shows aired on CHOM 97.7, from Monday morning to Saturday night, are also number one with men age 25-54, notably Mornings Rock with Terry and Heather, MIDDAYS with Too Tall and the Afternoon Rock Ride with Bilal⁴.

Strong performances for CJAD 800 AM!

Finally, CJAD 800 AM counts a total of 336,000 listeners, in addition to garnering a 16.5 share of commercial market. The Andrew Carter Morning Show is once again the most listened to Anglophone morning show with listeners age 25-54, with a 23 share of market².

NRJ Montreal 94.3 and the 107.3 Rouge fm continue to rise!

NRJ Montreal 94.3 garnered a total of 1,816,000 listeners this winter, on top of its 17.5 share of commercial market with adults age 25-54, an impressive increase of 31% since last fall. Meanwhile La radio de tous les hits, NRJ Montreal 94.3 also dominates more than ever with the 18-34 target group, with a 25.4% share of commercial market, an extraordinary 40% increase⁵.

Meanwhile, 107.3 Rouge fm showed a total of 2,163,000 listeners, in addition to capturing a 21.2 share of commercial market with adults 25-54, a strong 17% increase since fall 2012. 107.3 Rouge fm also had its best survey ever with adults 25-54, since the market has been measured by PPM.

For more detailed information on the BBM survey results from November 26, 2012 to February 24, 2013 please visit <http://sondage.astralradio.ca>.

Astral Radio would like to take this opportunity to offer its warmest thanks to its many listeners for their great loyalty, as well as the precious advertisers who enable it to maintain its leadership in the radio market.

Sources: BBM Canada (Audiometry), November 26, 2012 to February 24, 2013, Mon-Sun, 2a-2a, reach in total reach 2+ & share of commercial market in age 25-54 in Francophone Montreal and Anglophone Montreal. 1Weekly reach among age 25-54 in Montreal Central. 2Share of listeners Mon to Fri 5:30a to 9a, Montreal anglo, 3Share of listeners, Sat to Sun, 2a to 2a, 4Share of listeners, Mon to Sun, 2a to 2a as well as various shows, Montreal anglo. 5Commercial share among age 18 to 34, Montreal franco.

About Astral

Founded in 1961, Astral one of Canada's largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers alike. To learn more about Astral, go to astral.com.

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